

Decorah Area Great Place Vision Statement

A great place begins with a healthy community. A healthy community is reflected in its physical attributes, successful business environment, active citizen participation, strong school foundation, attraction of tourists and ultimately the people who live here.

The Decorah area is a natural place for physical well being both of the body and the mind. Surrounded by natural limestone bluffs and carved through the center by the Upper Iowa, Decorah has a beauty set apart from much of Iowa.

The heritage of the community runs deep among Decorah people. Native American influences, including the name of the town and the county, embed a deep respect for the land and natural beauty. The Scandinavian ancestry still permeates the area contributing to the hard work ethic and architectural look and feel of the community. Decorah is still a rural community, and continues to uphold the farming traditions of generations while accommodating the needs of the future to sustain the area and its people.

The vision of the Great Places projects connects all the aspects of a healthy community. Building on projects and programs to ensure the people of the area have opportunities to enjoy the aspects of the community and live a rich full life. The projects emphasize vertical infrastructure for people to become more active in their daily lives and create programming to teach people how to live better lives. The people of Decorah are committed to continue to make it a great place to live, work and play. It is our mission to ensure the tradition continues and we all are in a state of body and mind to take advantage of those opportunities. Decorah is taking substantial steps to be a leading model for other communities by creating a healthy community in its economy, opportunities and people.

Status of Place

The Decorah community seems to always be in a constant state of forward progress. Since 2005, and the beginning of the Iowa Great Places initiative, several major capital campaigns have kicked-off, been planned and implemented to completion, showing exemplary commitment on behalf of Decorah citizens. Those that were part of the first Great Places application included the renovation of an old muffler shop for the new Chamber of Commerce offices and Visitor Center. Started in November 2005 and funded entirely by the Decorah Area Chamber of Commerce, the \$250,000 project was completed in April 2006 and has served as the welcome mat for the community. The Trails of Winneshiek- Decorah Loop initiated a full campaign in 2005. To date the project has raised over \$1 million in local contributions in its 14-month campaign. Construction on the loop has begun and, broken into three phases, will have almost half of the loop completed before the end of 2007 and the full trail completed in 2009.

During this same time period three major community capital campaigns were also initiated. In 2005, Vesterheim announced a \$6 million dollar capital campaign “On the

Shoulders of Giants” to create a substantial endowment to secure the museum’s place in the future and fulfill the needs of the museum. The campaign reached its goal six months ahead of the April 2007 date with more than ¼ of the contributions coming from Decorah residents. Winneshiek Medical Center broke ground on their \$13.2 million addition. The newly completed Emergency Room, Same Day Services and Urgent Care opened in 2007. Nineteen percent of more than \$2.5 million was from local contributions. Luther College also kicked off its Higher Calling Campaign to raise \$90 million and this year broke ground for a brand new Science and Laboratories Research Center. This came on the heels of completing a \$6.5 million renovation to the student union in 2006. Luther had more than 1200 local contributions and raised \$4.5 million locally toward its campaigns. Finally the Decorah Community School District began and completed the construction of a brand new middle school in 2005 and recently completed renovation of the Carrie Lee Elementary School to house third and fourth graders. Funds for the middle school gymnasium were locally raised. Since the beginning of Iowa Great Places Decorah citizens have leveraged \$12.6 million in local dollars to complete projects totaling \$121.7 million.

Projects included in this Great Places application are at various stages of readiness, but all are at a point to move forward and all can use the support of the collaborative efforts of Iowa Great Places. Projects like expanding the trail systems and creating a healthy environment have been in the works for years. The community is ideally situated to bring projects to fruition in conjunction with various planning including the Food and Fitness Initiative and City of Decorah Comprehensive Plan.

Additionally, the WCCVB has developed an extensive marketing plan through funding from Hotel/Motel Lodging Tax to promote the area and its attractions. The marketing plan is funded at 85% of the Hotel/Motel Marketing committee’s budget creating a marketing resource to promote Great Places projects and further cementing Decorah as a destination for people both inside and outside of Iowa.

Dimension 1: A Unique Sense of Place

An Iowa Great Place possesses a sense of place that values historical roots while embracing a shared vision which welcomes, includes and involves both natives and newcomers and promotes itself as a great place.

At the heart of Decorah is its connection with the past, its history and its place in the future. Decorah’s attractions, architecture and design reflect its Scandinavian influence. Vesterheim Norwegian American Museum is the largest museum in the nation dedicated to a single immigrant group. Nordic Fest is a 42-year old festival celebrating the Scandinavian history of the towns. Many of the downtown storefronts still display their Norwegian names in their windows.

The reverence to the past has not hindered the community’s movement forward and acceptance of other cultures. Decorah is one of the few towns its size to have a Civil

Rights Ordinance. The Decorah Human Rights Commission is active in educating and supporting cultural diversity.

Data also shows that Decorah is ahead of the rest of the state average with:

- Black race population percentage **above** state average.
- Hispanic race population percentage **above** state average.
- Median age **significantly below** state average.
- Number of college students **significantly above** state average.

(Information from City-Data.com)

Decorah continues to be a welcoming place for all people and ideas. The progressive steps taken ensure everyone the opportunity to celebrate their past and embrace the future.

Dimension 2: Engaging Experiences

An Iowa Great Place provides and supports authentic, credible and varied opportunities for individual and community expression, interaction and common experiences.

Spend a week in Decorah and you will quickly learn there is always something to do. The community relishes opportunities to come together and share in the fun. Whether it is Lawn Chair Night in Decorah, where each week during the summer audiences perch on the courthouse lawn to watch the performances in the street below or a weekend art and garden show; Decorah offers non-stop opportunity to enjoy the community and its residents. There is a wealth of opportunities to explore artistic expression. Citizens can enjoy nationally recognized entertainment venues through the Luther College Center Stage Series. Local theater production groups including New Minowa Players and the children's theater, Upstart Crow Theaterworks Production, allow local thespians to put on shows to local audiences.

This year's Nordic Fest attracted more than 30,000 people to the 3-day event. It just completed its 42nd year and is known internationally as a premier Scandinavian festival.

The Northeast Iowa Studio tour celebrates the wealth of creative artists who make Decorah home. The tour has more than 40 participants and is a popular fall weekend for tourists. The Decorah Regional Arts Council showcases local artists in downtown businesses during their annual Art Walk.

There are also ample educational resources through Luther College and Northeast Iowa Community College for all walks of life to learn skills for their professional and personal growth. The League of Women's Voters frequently hosts forums and debates for people on a variety of community issues and topics.

Dimension 3: A Rich, Diverse Social Fabric

An Iowa Great Place promotes and encourages social interaction- formal and informal- throughout the community or place, with equal opportunity for all people to participate.

Decorah offers ample opportunities for all walks of life to come together in social environments. There are numerous events and activities going on throughout the entire year. The environment of the area also lends itself to informal social interactions. Decorah has a vibrant downtown that offers an area that people can just congregate or meet along the street during their walks.

Summer is always the best time for informal social interactions. The Whippy Dip is an outdoor ice cream shop that is filled with people on summer evenings. Nightly bike rides to surrounding communities are organized through the local bike shops and the trail is always busy with walkers and bikers on a warm summer evening.

Decorah citizens are encouraged to be involved in civic organizations and volunteer their time with various non-profit organizations. Luther College has a student representative on the City Council to speak from the perspective of the young adult population. Youth representatives are also active in various organizations like the Food and Fitness Initiative. The Decorah community also has an active 4-H and Park and Rec. And more than 6000 people participated in the various Park and Rec programs last year. The Retired Senior Volunteer Program has an active membership of more than 200 individuals over the age of 55 who have put in 15,577 volunteer hours during the past year.

The people of Decorah encompass the concept of community, a unified body of individuals. All expressing their individual points of view to create a mosaic that is rich and expressive; making Decorah a place where people continue to place their unique stamp on the community.

Dimension 4: A Vital Economy

An Iowa Great Place contains a balanced, growing, transformative mix of rewarding jobs and sustaining capital.

Agriculture remains vital to Winneshiek County, a county that has a slightly different type of agriculture than is found in much of the state. Our farms remain small, an average of 255 acres, with many of the farm operators taking off-farm jobs.

The county leads the state in the production of oats, is No. 3 in hay production and No. 3 in milk-cow inventory.

But manufacturing is critical to the county as well, providing jobs for about 15 percent of our county residents. The largest employer is Luther College with 600-plus workers. The

second largest is Acument Global Technology with about 500. Employment is spread out, with employment numbers of:

- 400 for Winneshiek Medical Center
- 350 for Wal-Mart
- 275 for Deco Products
- 275 for Rockwell Collins
- 245 for Knife River.
- 248 for Northeast Iowa Community College
- 165 for Pinnacle Financial & 130 for Iowa Rotocast Plastics (IRP)

Innovative local businesses of note include IRP and The Cutting Edge, as well as Ortivus.

Winneshiek County's unemployment rate for 2006 was 3.4 percent, with rates trending up in the winter months because of the large percentage of construction workers Decorah and Winneshiek County have as a whole.

In 1999, the nonprofit economic development group Decorah Jobs purchased land for a business park, as outlined in the 1992 City of Decorah Comprehensive Plan Update. The park has been funded in part by a RISE grant of \$377,000, no-interest REDLG loans, TIF funding from an Urban Renewal District and funding from the city's Hotel-Motel Tax.

To date, there are seven businesses in the park employing about 130 workers with an annual payroll of about \$4.5 million, and property taxes of about \$70,000 per year. An eighth business will break ground this fall.

Small-business development and entrepreneurship are also critical in the Decorah area. Winneshiek County Development is participating in the nationally acclaimed MyEntreNet program, including offering the 10-week Fast Trac classes. But MyEntreNet goes beyond the classes by offering online peer-to-peer counseling, mentoring and an array of resources. The county has an active Entrepreneurial Development Team in place.

Decorah is also a visitor destination in Iowa. In 2005, domestic travel in Winneshiek County accumulated \$22 million dollars in expenditures. This figure is a close estimate based on state and local tax revenues. Information is produced by the Travel Industry Association of America.

Dimension 5: A Pleasing Environment

An Iowa Great Place offers clean, healthy and accessible natural and built environments that enhance the quality of life.

Decorah is well known for its park systems, parks that include features such as waterfalls, spectacular views of the Upper Iowa River, a skateboard park, playground equipment and hiking, biking and cross-country ski trails. In all, there are 13 different sites within the city limits covering 509 acres.

In addition to the natural beauty, Decorah is well known for its very attractive Water Street, which is the “main street” downtown. A SSMID (Self-Supporting Municipal Improvement District) helps pay for eye-catching amenities such as park benches, hanging flower baskets and informational kiosks.

The Upper Broadway district, a residential area, has been named to the National Register of Historic Places; and Decorah in 2000 was cited by the Paint Quality Institute as one of the nine Prettiest Painted Places in North America.

Decorah has also taken the initiative to protect the pleasing environment of the area. In 2007, the Decorah City Council became one of the smallest communities to sign the Kyoto Protocol committed to the stabilization of greenhouse gas concentrations in the air and the City’s commitment to reduce their collective emissions. Luther College has also been a leading example of “green” practices with its fleet of E-85 vehicles, campus wide energy efficient buildings and creation of a campus sustainability department committed to maintaining green practices on campus.

Dimension 6: A Strong Foundation

An Iowa Great Place contains infrastructure that is available, accessible and responsive to everyone – the entire social fabric.

The \$3.2 million Water Street renovation project of 1997 has been nationally acclaimed, winning several awards for its innovative and attractive features such as the use of brick pavers for crosswalk and trim areas. The project was also lauded for the numerous aesthetic considerations such as decorative lights, plant hangers and benches, all of which make for a communal and pleasing downtown area.

Additionally, the City of Decorah spent more than \$400,000 on the Day Spring Lane streetscape, a two-phase project that greatly enhanced the area north of Water Street businesses. This includes the historic Hotel Winneshiek, a destination hotel that opened its doors again in 2000 after undergoing a remarkable renovation.

The Oneota Recreational Trail, which is now an early leg of the Trout Run Trail project, runs from the city’s highly acclaimed Pulpit Rock Campground alongside the scenic Upper Iowa River to Wold Park.

Doors to a new \$10.8 million Decorah Middle School were opened earlier this year. The school is not only highly efficient and functional, but is architecturally pleasing.

Luther College in 2006 completed a \$5.7 million renovation project of the Centennial Union, the building that is the center of student activities and programs on campus. The facility includes a 7,000-square-foot Luther Diversity Center.

The college is building near-term plans for a \$20 million expansion to the existing Valders Hall of Science, bringing the science facilities to the same high quality of the college's new music and arts buildings. Two years ago, the Center for the Arts was completed along with an addition to the Jenson Noble Hall of Music.

In addition, the city is now undertaking infrastructure improvements of \$3.5 million to service the Decorah Business Park east of Decorah, along with other sites within the city limits and those currently outside the city limits. This project has also been supported by the state's Revitalize Iowa's Sound Economy (RISE) program and by the federal Rural Economic Development Loan Program (REDLG).

Dimension 7: A Creative Culture

An Iowa Great Place displays a shared attitude of optimism that welcomes new ideas, based on a diverse and inclusive cultural mosaic.

Decorah is a community that has been built on ideas. Everyone in the community has a voice and from those voices, has come wonderful opportunities. The Downtown Decorah Betterment Association has hung flower baskets, put in park benches along the main street and erected architectural kiosks to welcome people to the community. The community food co-op is a multi-million dollar business that offers local foods and international cuisine.

Artists find Decorah an inspirational destination that fosters creativity and unique perspectives. Murals flank many downtown buildings and store fronts become mini galleries with local masterpieces.

Environmental- forward thinking has businesses like Luther College investing in smart cars and wind energy. Educational opportunities to learn about the world and the challenges facing nations around us are weekly programs at the library and on Luther's campus. The community is open to the voices and has seen many positive opportunities, like the trail project come from people unifying under new ideas

*Puzzle Piece No. 1
Trail Projects
Project Summary*

Objective

To complete a local trail by 2010 that enhances the current biking tourism in the area and ultimately connect to a regional trail through some of the most beautiful scenery in Iowa.

Community Partners

Trails of Winneshiek (TOW)- Decorah Group, Decorah Park and Rec, City of Decorah, Winneshiek County Board of Supervisors, Winneshiek County Economic Development, Winneshiek County Soil and Water Conservation, Winneshiek County Convention and Visitors Bureau, Northeast Iowa Resource Conservation & Development, Iowa Department of Natural Resources (Fisheries Department), The Children's Miracle Network, Decorah Area Chamber of Commerce, Iowa Natural Heritage Foundation, Upper Explorerland Regional Planning Commission, Decorah Community Schools, Alliant Energy and Knife River, Inc.

Concept

As in other parts of Iowa, the Decorah area is developing a trail system that first loops around the Decorah community with goals to tie it into a comprehensive trail project throughout the entire Winneshiek County area. What sets these trails apart from the rest of the state is that they are not built simply to get you from point A to point B, but to allow you to take in the extraordinary beauty unique to Northeast Iowa. It becomes a destination in and of itself. 2007 marked a significant year for The Trout Run Trail-Decorah project, a 12-mile recreational destination trail as the first connecting phases have begun with anticipation that the half the loop will be completed by the end of this year. Supporters of the Trout Run Trail project view it merely as a starting point to even greater connectivity of trails throughout Northeast Iowa. Connections to the 18-mile long Prairie Farmer Recreational Trail in the western part of the county, as well as possible connections to Mississippi River trails, are planned.

As its estimated cost of about \$5.6 million implies, Trout Run Trail is no ordinary out-and-back path. The most exciting aspect of the trail is the variety of sites along the way. Loop users will encounter the following at or near the trail:

- One of the state's premier city-run campgrounds
- A butterfly garden
- Towering limestone cliffs along the Upper Iowa River
- A skateboard park
- The county fairgrounds
- The historic Bow String Bridge Park
- A coldwater trout stream
- A state-run fish hatchery at the state's second largest springs
- A scenic farm-valley overlook
- Handicap accessible fishing sites

Such offerings were no doubt instrumental in the Vision Iowa Board decision earlier this year to offer \$1.6 million in Community Attraction & Tourism (CAT) program funding for the project. Vision Iowa Board members were so enthusiastic about the project that one exclaimed, “This project, to me, is what Vision Iowa is all about.”

And support for Trout Run Trail runs deep at the local and regional levels as well. Among supporters are Luther College, Northeast Iowa Community College, the City of Decorah, the Winneshiek County Board of Supervisors, Winneshiek County Development, Inc., the Decorah Area Chamber of Commerce, the Winneshiek County Convention & Visitors Bureau, Upper Explorerland Regional Planning Commission, Resource Conservation & Development, Decorah Community Schools and numerous local leaders, business owners and residents.

This support was cultivated in large part by the volunteer group Trails of Winneshiek, formed in 2001 to foster support for trail projects in Winneshiek County. TOW places an emphasis on scenery, cost effectiveness and safety for a wide range of activities for all ages and abilities. It is estimated that TOW members have put in more than 15,000 hours of volunteer time on this project.

Trout Run Trail fits nicely into the Decorah area effort to make biking and hiking more of a part of the culture. This effort includes a recent visit by national trails expert Michael Ronkin. He specializes in planning issues that affect bicycling, and how best to incorporate trails into the urban fabric.

Phase I Budget

Total cost of project: \$4.78 million

Revenue sources

City of Decorah Support:	\$782,200
Winneshiek County Support:	\$782,200
Winneshiek County Conservation Board:	\$20,000
Decorah Park-Rec:	\$51,000
Federal Recreational Trails Grant:	\$95,000
Federal T-21 Grant:	\$78,000
Federal U.S. Fish & Wildlife:	\$128,500
Private Landowners:	\$90,000
Winneshiek County Gaming:	\$1,250
The Children’s Miracle Network:	\$2,500
Vision Iowa CAT grant:	\$1,600,000
Private pledges, grants & contributions:	\$1,006,719
Total	\$4,637,369

Phase 2 Budget

Estimated cost of project:	\$1 million
Great Places Support:	\$750,000
Applicant match:	\$250,000

NOTE: The trail project is divided into 12 segments. Funding for completing segments 1-9 is very nearly in place. The challenge the community faces is finding the ability to extend the trail over Highway 9 on the city's west edge, and completing the loop to the original Oneota Recreational Trail. The city seeks Great Places support in the form of technical assistance in providing engineering assistance to facilitate this extension, and financial assistance to help us complete this final phase. Along with additional fund-raising efforts, Trails of Winneshiek organizers encourage the City of Decorah to make up the shortfall in Phase 2 of the Trout Run Trail Project.

State Partners

- Iowa Department of Natural Resources
- Iowa Department of Economic Development
- Iowa Department of Transportation
- Iowa Department of Cultural Affairs
- Iowa Department of Agriculture and Land Stewardship
- Iowa Department of Education
- Iowa Department of Health
- State Historical Preservation Office

(In addition, project organizers have worked with the following federal agencies: The U.S. Army Corps of Engineers; the Federal Aviation Administration; and the U.S. Fish and Wildlife Service.)

Puzzle Piece No. 2 Local Food and Fitness

Goal

To create a community action plan to create community environments that support healthy children, youth and families by making available and promoting the procurement and consumption of local healthy food and by creating space and structure for physical activity and play.

Concept

What began as some meetings between local commodities groups to discuss the future of farming in Northeast Iowa, has led to the development of an initiative gathering national attention and possibly setting a new standard for rural agriculture. In April 2007, the W.K. Kellogg Foundation announced the Decorah-based Northeast Iowa Food and Fitness Initiative as a \$500,000 recipient to help communities embrace active living and healthy eating. Allamakee, Clayton, Fayette, Howard and Winneshiek counties are included in the initiative. The Food & Fitness Initiative will work two years to create a community action plan that will serve as a model for best practices in rural America.

During the two-year planning process, the Northeast Iowa Food & Fitness Initiative will have the opportunity to map out how to address issues such as:

- Increasing the availability of healthy foods in schools, restaurants and grocery stores
- Improving opportunities for residents to incorporate physical activity into their everyday lives
- Strengthening public understanding of the economic, health and environmental benefits of leading healthier lifestyles
- Helping local, state and federal legislators understand how policy impacts health in rural America

During the two-year planning process, which may result in the Kellogg Foundation providing funding for up to 10 years in the follow up implementation phase, planning teams from each of the five counties will be seeking answers to the following questions:

- **Local food system** – are local healthy foods available and being eaten by the children, youth and adults in our communities?
- **Physical activity** – are there built environments and safe spaces available for play for children, youth and adults in our community?
- **Health** – what can we do as a community to improve the overall health and well-being of our children, youth and adults in our community?

The Decorah community is deeply involved in the commitment to develop local strategies building on the efforts of the regional collaboration. The collaborative efforts of the Food and Fitness Initiative have transcended all levels and brought together people who have never worked together on projects before striving toward a similar goal. Local public health, economic development, city officials, locally-grown, large agriculture, business, schools, extension, professors and area youth are just some of the people working locally on this project. The excitement is obvious and many are eager to see what ideas the plan will nurture and its impact on a national scale.

Funding

The W.K. Kellogg Foundation has granted the 5 County partnership \$500,000 to fund the 2-year assessment project. Budget restrictions limit the amount of assessments per county to one or two determined by the committee. Assessment costs range from \$3-\$5K per assessment.

Expenses

Assessments (beyond Foundation funding)	\$20,000
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Income

W.K. Kellogg Funding	\$500,000
Future Funding (anticipated for 5 county area)	\$10 million
Iowa Great Places Resources	\$10,000

Community Partners

Winneshiek, Howard, Allamakee, Fayette and Clayton County Extension offices; Luther College; Winneshiek, Howard, Allamakee, Fayette and Clayton County Public Health Offices; Northeast Iowa Resource Conservation & Development; Winneshiek, Howard, Allamakee, Fayette and Clayton County economic development offices; public and parochial school districts throughout each of the five counties; the Iowa Department of Public Health and the Decorah Community Foundation.

State Partners

- Iowa State University Extension
- Dept. of Economic Development
- Department of Human Services
- Department of Management- Community Empowerment
- Public Health

Puzzle Piece No. 3 Community Rec Center Project Summary

Objective

To develop a multi-use facility (or facilities) to offer the community recreational opportunities including park and recreational space, indoor pool facilities, etc.

Concept

The community rec center concept is perhaps the largest unknown component of Decorah area puzzle, and one where Iowa Great Places could offer a significant level of support in planning. For years this project has been identified as a key need in the community. It was identified as the second project recommended in a Vision and Ventures planning session in 2002 and again recognized as the number one need at a 2006 strategic planning meeting. The group's efforts have been sidelined to allow emphasis on other capital campaigns like the TOW- Trout Run Trail project. The group has spent several years gathering input into what the community center should be. With the emphasis on a healthy community, it is the opportune time to take this project to the next level and has been highlighted as a priority project in early Food and Fitness discussions.

The Decorah community has ample opportunities for physical activities in the balmy months April through October, but as all Iowans know, things are very different during the five months of extreme winter. Activity is limited to cross-country skiing, ice skating and other outdoor sports, but as Iowans also know- there is not always snow and even the hardiest of souls are not willing to venture outside when it's 20 below zero. A community rec center would offer refuge for continued activities during these times and offer a place for families to enjoy being active regardless of the outdoor conditions.

Although the need has been identified, the concept of a community rec center has a variety of interpretations. Luther College has offered their support of a collaborative

effort. The volunteer group is developing plans that incorporate as much as possible, but seek collaborative opportunities with state resources to gather consensus and develop a plan to move and break ground by 2010.

Community Partners

Decorah Park and Rec, City of Decorah, Luther College, Economic Development, Active Citizen Group, Decorah Community Schools, Winneshiek County Agriculture Association, Decorah Bank and Trust, Food and Fitness Initiative

Funding

Expenses

Plan Development	\$5,000
Architectural Development	\$20,000
Land Acquisition/ Building Construction	\$3.2 - \$5.5 million
TOTAL EXPENSES	\$3,225,000- \$5,575,000

Income

Private pledge donation (to date)	\$500,000
Capital Campaign (anticipated)	
Private Contributions	\$1.2 million
Grants/Foundation	\$1.5- \$3 million
In-kind Contributions	\$500,000
Iowa Great Place Resources	\$5,000

State Partners

- Dept. of Economic Development
- Institute for Decision Making
- Dept. of Management- Community Empowerment
- Public Health
- Dept. of Administrative Services

Puzzle Piece No. 5 *Education*

Many projects and programs can be put into place to build a healthy community, but none of it would have as significant impact without community education. There are two groups who are developing educational pieces to support the food and fitness initiative.

Winneshiek Medical Center has developed a **Pete's Sake Communication Plan**

Topic:

- The creation of the "For Pete's Sake" nutritional program at Winneshiek Medical Center

Objective(s):

- Position WMC as a leader for better health by creating a nutritional program for elementary students
- To educate elementary students on the advantages of wise food choices, the risks involved with unhealthy food choices and motivate them to have better eating habits
- To create and introduce 'Pete' – a fictional character that children easily relate to and remember
- To facilitate the national movement to reduce childhood obesity (and type 2 diabetes and cardiovascular disease – which are secondary to childhood obesity)

Audiences:

- Elementary age children
- Parents of elementary aged children
- Employees/physicians
- Public School Superintendents
- Civic youth organizations, such as 4-H, Extension groups, Girl/Boy Scouts,

Key Messages: (WMC dedicated to being a leader in, WMC offers, advantages to pts, convenience, and accessibility, efficient services, customized)

- You're smart...now eat right – for Pete's Sake!
- Good food, bad food -- choose the best food for Pete's sake!
- Winneshiek Medical Center is leading the way to better health by introducing the For Pete's Sake nutritional program targeted for elementary students
- The For Pete's Sake! Program provides valuable information on wise food choices in an easy to understand format

Additionally, Oneota Food Co-op is developing an outreach nutrition program focused on locally-grown education.

Goal

To increase access to education about healthy food and living in our region.

Objectives

To collaborate with area organizations and institutions to provide classes, camps, workshops, and trainings that are available for all ages and incomes.

Community Partners

Schools, churches, libraries, and hospitals; Winneshiek County Extension; the Northeast Iowa Food and Farm Coalition; the Northeast Iowa Food and Fitness Initiative; The Winneshiek County Farmers' Market; GROWN Locally.

Concept

We intend to further our ongoing educational events by advertising and promoting classes, workshops, events, seminars, and camps in other parts of the community where we haven't formally been able to reach. Through collaboration with other institutions, and through the establishment of a community-wide program that is low-or no-cost, we can make nutrition education part of the fabric of our community. We can offer summer camps where kids can learn to garden and cook; classes for employees of a variety of businesses who want to improve employee health; events to raise awareness about the availability of local programs and foods; and more.

State Partners

- The Leopold Center for Sustainable Agriculture
- Iowa Network for Sustainable Agriculture
- Women Food and Agriculture Network
- Iowa State University Extension Service
- Public Health

Funding

Direct Project Expenses

Student books @ \$15.00 per book - 100	\$1500.00
Teacher's manual @ \$20.00 per book – 1	\$ 20.00
Activity supplies	\$ 200.00
Surveys (pre/post) printing @ \$0.07 per copy – 200	\$ 14.00
Parent handouts printing @ \$0.07 per copy – 800	\$ 56.00
Dietitian mileage @ \$0.40 per mile * 50 miles per week x 8 weeks	\$ 160.00

Total Direct Project Expenses **\$1950.00**

Personnel Expenses

Dietitian teaching time @ \$21.00/hour – 24 hours	\$ 504.00
Dietitian planning time @ \$21.00/hour – 8 hours	\$ 168.00
Survey tally/reporting time @ \$21.00/hour – 4 hours	\$ 84.00

Total Personnel Expenses **\$ 756.00**

Total WMC Project Expenses (per session)

\$1950.00
+ 756.00
\$2706.00

Total Project Expenses (over 3years)

\$2706.00
 x 6
\$16,236.00

Total Oneota Food Co-op Expenses

Education Programming & Materials	\$5,000
Staff	\$5,000

Income

WMC	\$8,000
Oneota Food Co-op	\$5,000
Great Places Funding	\$5,000

Conclusion

We know Decorah possess the assets and attributes of a Great Place. We believe we are standing at the forefront of something very important for rural America and the State of Iowa. We want to continue to expand our resources and opportunities to create a healthier community. We want to be a leading success story for other Iowa communities to model; by creating a place committed to the total health of the community and its individuals. We are making a positive impact on Decorah's future, the future of agriculture in rural America, the future of our own economic success, the future of our children and the future of what Iowa can be in the eyes of the nation. Decorah citizens have proven we have the ability to achieve great things. We have accomplished so much even in the short time the Iowa Great Places program has been in place. A Great Place begins with a healthy community. Decorah is ready to be Iowa's next Great Place.